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**IN THE CLAIMS:**

Please amend the Claims as follows:

Claim 1. (currently amended) Banner software stored in ~~machine~~  
computer readable medium ~~format~~ comprising:

a banner display means for displaying a banner on a  
screen on an end-user computer,

said banner display means having a menu display means  
for presenting a menu of navigation options when an end-user  
clicks on said banner, and

at least a portion of said navigation options are URLs  
on a network to which end-user computer is connectable.

Claim 2. (original) Software as claimed in Claim 1 further  
comprising a means for monitoring end-user's behavior regarding  
accessing said banner, a means for maintaining a local event  
statistics database of said end-user's behavior regarding  
accessing said banner, and a means of transmitting information in  
said local event statistics database to a server computer on said  
network.

Claim 3. (original) Software as claimed in Claim 2 wherein said  
local event statistics database includes number of times said  
banner was accessed by the end-user.

Claim 4. (original) Software as claimed in Claim 3 wherein said  
local event statistics database further includes URLs on a  
network to which end-user computer has been directed through a  
choice from said menu of navigation options.

Claim 5. (original) Software as claimed in Claim 2 further  
comprising nested menus in said menu of navigation options.

Claim 6. (original) Software as claimed in Claim 2 further  
comprising cascading menus in said menu of navigation options.

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Claim 7. (original) Software as claimed in Claim 1 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

Claim 8. (original) Software as claimed in Claim 7 wherein said fixed storage means include hard drives and CD-ROM drives.

Claim 9. (original) Software as claimed in claim 1 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

Claim 10. (original) Software as claimed in claim 9 further comprising a means for updating said banner and said navigation options.

Claim 11. (original) Software as claimed in Claim 10 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

Claim 12. (original) Software as claimed in Claim 11 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

Claim 13. (original) Software as claimed in Claim 12 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of navigation options.

Claim 14. (original) Software as claimed in Claim 13 wherein said options further include one or more addresses to files

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stored on fixed storage means for fixedly storing files on the end-user computer.

Claim 15. (original) Software as claimed in Claim 14 wherein said fixed storage means include hard drives and CD-ROM drives.

Claim 16. (original) Software as claimed in Claim 1 further comprising a banner updating means for allowing a publisher to change said navigation options.

Claim 17. (original) Software as claimed in Claim 16 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

Claim 18. (original) Software as claimed in Claim 17 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

Claim 19. (original) Software as claimed in Claim 18 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of navigation options.

Claim 20. (original) Software as claimed in Claim 19 further comprising nested menus in said menu of navigation options.

Claim 21. (original) Software as claimed in Claim 19 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

Claim 22. (original) Software as claimed in Claim 21 wherein

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said fixed storage means include hard drives and CD-ROM drives.

Claim 23. (original) Software as claimed in claim 22 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

Claim 24. (original) Software as claimed in claim 8 further comprising a means for updating said banner and said navigation options.

Claim 25. (original) Software as claimed in Claim 24 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

Claim 26. (original) Software as claimed in Claim 25 wherein said local event statistics database includes number of times said banner was accessed by the end-user.

Claim 27. (original) Software as claimed in Claim 26 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of navigation options.

Claim 28. (original) Publishing software for producing and changing banner software for displaying banners, said publishing software stored in a server computer accessible via a network, said publishing software comprising:

a means for selecting navigation options for the banner software, wherein the banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having

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a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable, and

a means for storing the banner software for distribution to the end-user computer.

Claim 29. (original) Software as claimed in Claim 28 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on the end-user computer.

Claim 30. (original) Software as claimed in Claim 29 wherein said options further include one or more E-mail addresses to send E-mail.

Claim 31. (previously presented) Software as claimed in Claim 28 further comprising a banner selection means for selecting a banner image file for the banner display means to display as the banner.

Claim 32. (original) Software as claimed in Claim 28 further comprising an installation means for installing the banner software in an application.

Claim 33. (original) Software as claimed in Claim 28 further comprising an updating means for changing the banner software in an application.

Claim 34. (original) Software as claimed in Claim 33 further comprising an alerting means for alerting the end-user that the banner software has been changed on the end-user computer.

Claim 35. (original) Software as claimed in Claim 34 wherein said alerting means alters appearance of an icon on a screen of

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the end-user computer that invokes the banner software when the icon is clicked upon.

Claim 36. (original) Messaging software for producing and sending a message that appear of the screen of end-user computers that have banner software installed on the end-user computers, said messaging software stored in a server computer accessible via a network, said messaging software comprising:

a means for inputting the message to be transmitted to and displayed on the end-user computers,

said banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer,

said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable, and

a means for displaying the message when the banner is displayed on a screen on an end-user computer.

Claim 37. (original) Software as claimed in Claim 36 further comprising an alerting means for alerting the end-user that the message has been sent to the end-user computer.

Claim 38. (original) Software as claimed in Claim 37 wherein said alerting means alters appearance of an icon on a screen of the end-user computer.

Claim 39. (original) Software as claimed in Claim 37 wherein said alerting means causes a button to be displayed or alters appearance of the button on a screen of the end-user computer.

Claim 40. (original) Publishing software for producing and changing banner software, said publishing software stored in a

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server computer accessible via a network, said publishing software comprising:

a template means for selecting navigation options for the banner software, wherein the banner software is in machine readable format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on a network to which the end-user computer is connectable,

a means for storing the banner software on the server computer, and

a means for distributing the banner software from the server computer to said end-user computer.

Claim 41. (original) A banner display system comprising:

at least one end-user computer connectable to a network,  
banner software stored on said end-user computer in machine readable format,

said banner software comprising;

a banner display means for displaying a banner on a screen on an end-user computer,

said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and

at least a portion of said navigation options are URLs on said network to which end-user computer is connectable.

Claim 42. (original) A system as claimed in Claim 41 further comprising a means for monitoring end-user's behavior regarding accessing said banner, a means for maintaining a local event statistics database of said end-user's behavior regarding accessing said banner, and a means of transmitting information in said local event statistics database to a server on said network.

Claim 43. (original) A system as claimed in Claim 42 wherein

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said local event statistics database includes number of times said banner was accessed by the end-user.

Claim 44. (original) A system as claimed in Claim 43 wherein said local event statistics database further includes URLs on a network to which end-user computer has been directed through a choice from said menu of navigation options.

Claim 45. (original) A system as claimed in Claim 44 wherein said options further include one or more addresses to files stored on fixed storage means for fixedly storing files on said end-user computer.

Claim 46. (original) A system as claimed in Claim 45 wherein said fixed storage means include hard drives and CD-ROM drives.

Claim 47. (original) A system as claimed in claim 45 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

Claim 48. (original) A system as claimed in claim 47 further comprising a means for updating said banner and said navigation options with updates sent to said end-user computer from said server.

Claim 49. (original) A banner display publishing system comprising:

- a publishing server connected to a network,
- publishing software operably running on said server,
- said publishing software operable for producing and changing banner software that is used to display banners,
- said publishing software comprising:
  - a means for selecting navigation options for the banner software, wherein the banner software is in machine readable



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format having a banner display means for displaying a banner on a screen on an end-user computer, said banner display means having a menu display means for presenting a menu of navigation options when an end-user clicks on said banner, and at least a portion of said navigation options are URLs on said network to which said end-user computer is connectable; and

a means for storing said banner software on said server,  
and

a means for distributing said banner software to said end-user computer.

Claim 50. (original) A system as claimed in claim 49 further comprising a means for detecting a network connection and executing a transaction with a network server to determine if at least one of said banner and said navigation options should be updated.

Claim 51. (original) A system as claimed in claim 50 further comprising a means for updating said banner and said navigation options with updates sent to said end-user computer from said server.

Claim 52. (original) A system as claimed in claim 51 further comprising messaging software operable on said server computer for producing and sending a message that appears on the screen of end-user computers having said banner software installed and a means for displaying said message when said banner is displayed on a screen on an end-user computer.

Claim 53. (original) A system as claimed in Claim 52 further comprising an alerting means for alerting the end-user that the message has been sent to the end-user computer.

Claim 54. (original) A system as claimed in Claim 53 wherein said alerting means alters appearance of an icon on a screen of

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the end-user computer.

Claim 55. (original) A system as claimed in Claim 54 wherein said alerting means causes a button to be displayed or alters appearance of the button on a screen of the end-user computer.

Claims 56-66 (canceled)